



USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 11/17 thru 11/23.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Nov 17, 2023

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	72.5% of 29,200 outlets		56.3% of 29,200 outlets		86.1% of 29,200 outlets	
Special Rate ^{4/}	12.0%		12.4%		4.1%	
Activity Index ^{2/}	110,518		44,017		115,510	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	14,513	2.06	931	2.04	15,272	2.23
" - Toms	14,293	2.04	931	2.04	14,943	2.22
Frozen - Hens	28,546	1.14	16,791	1.01	34,676	1.00
" - Toms	28,563	1.14	16,805	1.01	34,637	0.99
PARTS:						
Breast:						
Bone-in, whole						
Fresh	955	4.06	31	2.99	2,777	4.18
Frozen	14,952	2.54	5,057	2.23	10,378	2.34
Split, bone-in						
Fresh						
Rotisserie	1,871	8.75			82	12.28
Boneless, whole					68	6.49
Cutlets					498	6.41
Cutlets, thin sliced					288	5.99
Strips						
Tenders						
Marinated Tenders	626	6.24	271	5.89	127	5.99
Drumsticks	2,287	1.70			161	2.56
Thighs	264	2.54	240	2.49		
Wings	535	2.03			161	2.54
Necks	240	1.99			63	2.12
Smoked Drumsticks	43	2.49			12	2.99
Smoked Wings	43	2.49			62	2.99
Smoked Necks					10	3.88
GROUND TURKEY:	1,115	3.93	823	3.68	559	6.25
Patties						
Sausage	30	3.50				
85% lean	364	3.69	312	3.56	22	3.58
93% lean	693	3.99	511	3.75		
Breast	28	5.99			537	6.36
Rolls (frsh/frz 1 lb.)			175	2.75	54	3.33
Specialty ^{5/}						
Patties						
93-94% lean	1,153	4.85	1,867	4.97	505	5.20
Breast	519	6.75	95	7.30	177	6.88

Note: rolls & specialty not included in ground turkey total and weighted average.

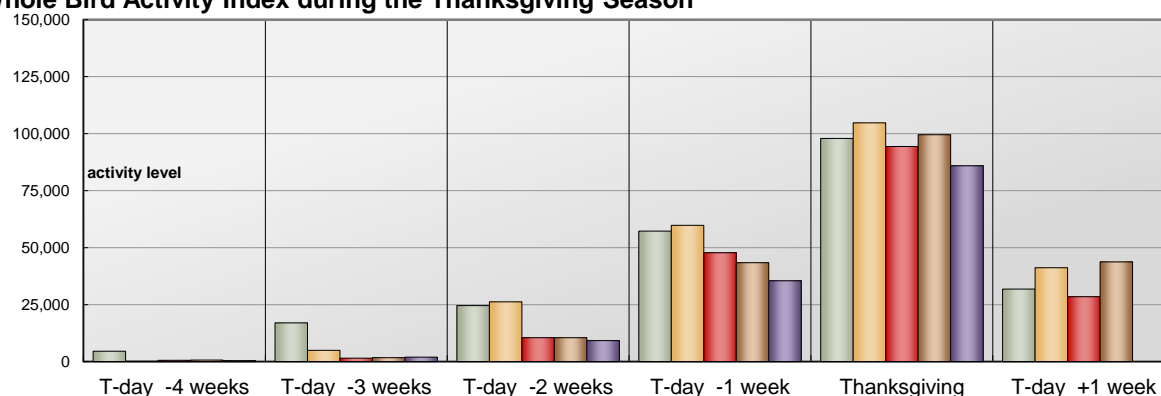
Source: USDA Livestock, Poultry, & Grain Market News;

http://www.ams.usda/market-news/livestock-poultry-grain :

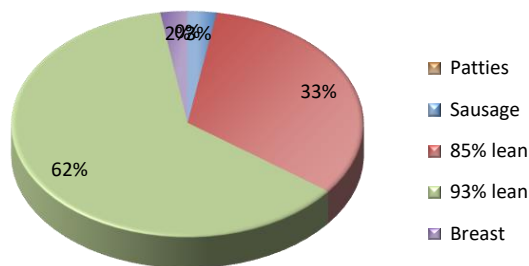
It is that time of the year when whole birds and bone-in breast find their way into most Thanksgiving promotions. Lucrative prices can be found throughout the country, enticing the consumer into their store. Weighted average values increase for frozen whole birds when compared to last week and last year. However fresh turkeys are considerably better valued when compared to 2022. Frozen bone-in breast offerings more than double, but you will tend to pay a little more than the previous ad cycle. Looking for a quick and easy meal preparation? You are in luck as rotisserie breasts are easier to find and several ads carry through the Holiday. Dark parts have a substantial increase due to a sizable increase in fresh drumstick offerings. Grinds and deli items take a back seat this week.

Whole Bird Activity Index during the Thanksgiving Season

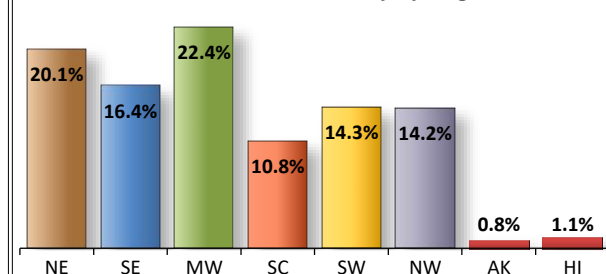
2019 2020 2021 2022 2023



Ground Turkey Featuring by Type



Relative Feature Activity by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ **Feature Rate**: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. 2/ **Activity Index**: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/ **Stores/Avg**: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/ **Special Rate**: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.) 5/ **Specialty**: products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.

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	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)			MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)		
Special Rate ^{4/} Activity Index ^{2/}	74.0% of 5,500 sampled outlets 12.9% of stores w/ no-price promotions Activity Index = 25,733			76.8% of 7,400 sampled outlets 1.2% of stores w/ no-price promotions Activity Index = 28,632			79.6% of 6,100 sampled outlets 9.7% of stores w/ no-price promotions Activity Index = 25,988		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	0.97 - 3.99	3,785	2.05	0.99 - 3.99	3,287	2.07	0.99 - 3.99	2,738	1.98
" - Toms	0.97 - 3.99	3,561	2.01	0.99 - 3.99	3,287	2.07	0.99 - 3.99	2,738	1.98
Frozen - Hens	0.47 - 2.39	5,983	1.18	0.48 - 2.49	7,604	1.05	0.49 - 2.49	7,417	1.08
" - Toms	0.47 - 2.39	5,942	1.19	0.48 - 2.49	7,604	1.05	0.49 - 2.49	7,431	1.08
PARTS:									
Breast:									
Bone-in, whole									
Fresh	3.49 - 4.99	314	4.55	2.39 - 2.69	17	2.50	2.49 - 4.99	457	4.03
Frozen	0.99 - 3.49	2,878	2.51	0.98 - 3.29	5,182	2.38	1.66 - 3.49	3,842	2.32
Split, bone-in									
Fresh									
Rotisserie	7.99	212	7.99				7.99	34	7.99
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	5.99 - 6.66	497	6.12	5.99	44	5.99			
Drumsticks	1.29 - 1.99	747	1.57	1.69 - 1.99	619	1.80	1.69	643	1.69
Thighs	2.49	22	2.49	2.49	218	2.49			
Wings	1.59 - 2.49	250	1.77	1.29 - 2.49	285	2.25			
Necks	1.99	22	1.99	1.99	218	1.99			
Smoked Drumsticks							2.49	43	2.49
Smoked Wings							2.49	43	2.49
Smoked Necks									
GROUND TURKEY:									
Patties									
Sausage				3.50	30	3.50			
85% lean				3.00 - 3.33	59	3.28	3.99	201	3.99
93% lean	3.99	377	3.99	3.99	14	3.99	3.99	302	3.99
Breast (99-100% lean)	5.99	24	5.99	5.99	4	5.99			
Rolls (frsh/frz 1 lb.)									
Specialty ^{5/}									
Patties									
93-94% lean	4.49 - 4.99	692	4.80	4.49 - 4.99	116	4.66	4.99 - 6.99	99	5.21
Breast	6.49 - 6.99	427	6.80	6.49	44	6.49			

Source: USDA Livestock, Poultry, & Grain Market News;

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	SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)			SOUTHWEST U.S. (AZ,CA,NV,UT)			NORTHWEST U.S. (ID,MT,OR,WA,WY)		
Feature Rate ^{1/}	55.8% of 4,900 sampled outlets			70.5% of 3,800 sampled outlets			75.9% of 1,300 sampled outlets		
Special Rate ^{4/}	17.8% of stores w/ no-price promotions			14.5% of stores w/ no-price promotions			53.3% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 12,571			Activity Index = 12,011			Activity Index = 4,946		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	0.99 - 2.99	2,096	2.04	0.95 - 2.99	1,656	2.00	1.47 - 2.79	887	2.40
" - Toms	0.99 - 2.99	2,096	2.04	0.95 - 2.99	1,656	1.94	1.47 - 2.79	891	2.40
Frozen - Hens	0.47 - 3.49	2,857	1.15	0.39 - 2.29	3,586	1.14	0.99 - 1.99	853	1.85
" - Toms	0.47 - 3.49	2,857	1.15	0.39 - 2.29	3,630	1.14	0.99 - 1.99	853	1.85
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.99 - 3.79	167	3.41						
Frozen	1.79 - 3.49	1,342	2.38	1.99 - 3.99	925	3.53	2.79 - 3.99	766	3.88
Split, bone-in									
Fresh									
Rotisserie	7.99 - 8.66	541	8.62	8.99	402	8.99	8.99	682	8.99
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	5.99 - 8.99	85	7.08						
Drumsticks	1.69 - 2.99	248	1.82	1.69	30	1.69			
Thighs	2.99	24	2.99						
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties									
Sausage									
85% lean	3.00 - 3.99	83	3.45	2.99	7	2.99	2.99	14	2.99
93% lean									
Breast (99-100% lean)									
Rolls (frsh/frz 1 lb.)									
Specialty ^{5/}									
Patties									
93-94% lean	4.48 - 4.99	127	4.91	4.99	119	4.99			
Breast	5.98 - 6.99	48	6.63						

Source: USDA Livestock, Poultry, & Grain Market News;

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	ALASKA (AK)			HAWAII (HI)			
Feature Rate ^{1/}	86.0% of 100 sampled outlets			81.0% of 100 sampled outlets			
Special Rate ^{4/}	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			
Activity Index ^{2/}	Activity Index = 269			Activity Index = 368			
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		
WHOLE BIRDS:							
Fresh - Hens	1.47 - 2.99	44	2.53	3.49	20	3.49	
" - Toms	1.47 - 2.99	44	2.53	3.49	20	3.49	
Frozen - Hens	0.99 - 2.99	82	2.70	0.63 - 2.99	164	2.32	
" - Toms	0.99 - 2.99	82	2.70	0.78 - 2.99	164	2.34	
PARTS:							
Breast:							
Bone-in, whole							
Fresh							
Frozen	3.99	17	3.99				
Split, bone-in							
Fresh							
Rotisserie							
Boneless, whole							
Cutlets							
Cutlets, thin sliced							
Strips							
Tenders							
Marinated Tenders							
Drumsticks							
Thighs							
Wings							
Necks							
Smoked Drumsticks							
Smoked Wings							
Smoked Necks							
GROUND TURKEY:							
Patties							
Sausage							
85% lean							
93% lean							
Breast (99-100% lean)							
Rolls (frsh/frz 1 lb.)							
Specialty ^{5/}							
Patties							
93-94% lean							
Breast							

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Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 11/17 thru 11/23.

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Fri. Nov 17, 2023

	NATIONAL SUMMARY						NORTHEAST U.S.			SOUTHEAST U.S.		
	This Week		Last Week		Last Year		(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			(AL,FL,GA,MS,NC,SC,TN,VA,WV)		
Feature Rate ^{1/}	24.8% of 29,200 stores		37.2% of 29,200 stores		16.3% of 29,200 stores		43.9% of 5,500 sampled outlets			21.1% of 7,400 sampled outlets		
Activity Index ^{2/}	11,735		25,563		6,904		Activity Index = 4,127			Activity Index = 2,483		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg
SERVICE DELI - Turkey												
Category 1												
Processor Brand	3,249	9.81	6,037	9.71	675	9.69	7.99 - 12.99	1,588	9.90	7.98 - 11.99	461	10.12
Private Brand	1,238	9.79	3,026	9.31	90	7.48	7.99 - 10.99	730	9.83	7.99 - 8.99	105	8.49
Category 2												
Processor Brand	234	6.99	212	6.97			6.99	189	6.99	6.99	45	6.99
Private Brand	411	6.57	716	6.46	169	6.81	5.99 - 6.99	263	6.33			
Category 3												
Processor Brand	10	3.99										
Private Brand	59	3.42	141	5.23	83	4.27						
Turkey Ham												
Processor Brand	382	4.97	257	5.41	376	5.14	6.99	24	6.99	6.99	4	6.99
Private Brand	142	3.94	126	4.20	83	4.08						
Turkey Pastrami												
Processor Brand			43	5.99	62	4.49						
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	1,141	10.33	3,747	9.95	1,977	10.84	10.49 - 12.49	171	11.25	11.99 - 13.99	138	13.72
Private Brand	263	9.76	1,018	9.39	1,179	9.60	7.99 - 8.99	68	8.09	8.99	10	8.99
Category 2												
Processor Brand												
Private Brand	155	4.27			10	6.99	3.99	112	3.99			
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	1,704	4.49	5,289	4.25	1,046	4.54	4.00 - 4.99	347	4.60	3.49 - 5.00	646	4.74
Private Brand												
Turkey 16 oz												
Processor Brand	1,054	7.02	1,750	6.60	108	6.99	6.99 - 7.99	288	7.07	5.98 - 8.98	428	7.65
Private Brand					227	4.99						
Chicken 7-10 oz												
Processor Brand	1,693	4.50	3,201	4.30	819	4.69	4.00 - 4.99	347	4.60	3.49 - 5.00	646	4.74
Private Brand												

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

Source: USDA Livestock, Poultry, & Grain Market News;

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(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,NV)			NORTHWEST U.S. (ID,MT,OR,WA,WY)		
Feature Rate ^{1/}	34.9% of 6,100 sampled outlets			16.6% of 4,900 sampled outlets			5.8% of 3,800 sampled outlets			3.8% of 1,300 sampled outlets		
Activity Index ^{2/}	Activity Index = 3,333			Activity Index = 1,376			Activity Index = 235			Activity Index = 50		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
SERVICE DELI - Turkey												
Category 1												
Processor Brand	7.97 - 11.99	976 9.63		8.99 - 9.99	224 9.24							
Private Brand	8.99 - 13.99	283 10.39		7.99 - 12.99	81 9.47					8.99	39 8.99	
Category 2												
Processor Brand												
Private Brand	6.99	148 6.99										
Category 3												
Processor Brand	3.99	10 3.99										
Private Brand	2.99	43 2.99		4.59	16 4.59							
Turkey Ham												
Processor Brand	4.49	12 4.49		4.49	143 4.49		4.49 - 5.99	199 5.06				
Private Brand	3.99	43 3.99		3.29 - 4.27	89 4.03		2.99	10 2.99				
Turkey Pastrami												
Processor Brand												
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	8.99 - 11.99	676 9.70		8.99	145 8.99							
Private Brand	8.99 - 10.99	185 10.42										
Category 2												
Processor Brand												
Private Brand	4.99	43 4.99										
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	3.00 - 4.99	397 4.11		3.28 - 5.00	241 3.94		3.50	13 3.50				
Private Brand												
Turkey 16 oz												
Processor Brand	4.98 - 5.99	131 5.91		5.99 - 6.99	196 6.29					6.98	11 6.98	
Private Brand												
Chicken 7-10 oz												
Processor Brand	3.00 - 4.99	386 4.12		3.28 - 5.00	241 3.94		3.50	13 3.50				
Private Brand												

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

Source: USDA Livestock, Poultry, & Grain Market News;

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	ALASKA (AK)			HAWAII (HI)				
Feature Rate ^{1/}	11.0% of 100 sampled outlets			28.6% of 100 sampled outlets				
Activity Index 2/	Activity Index = 11			Activity Index = 120				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
SERVICE DELI - Turkey								
Category 1								
Processor Brand								
Private Brand								
Category 2								
Processor Brand								
Private Brand								
Category 3								
Processor Brand								
Private Brand								
Turkey Ham								
Processor Brand								
Private Brand								
Turkey Pastrami								
Processor Brand								
Private Brand								
SERVICE DELI - Chicken								
Category 1								
Processor Brand	9.49	11	9.49					
Private Brand								
Category 2								
Processor Brand								
Private Brand								
SELF-SERVICE DELI								
(dollars per tub or pouch)								
Turkey 7-10 oz								
Processor Brand				5.49 - 6.79	60	6.14		
Private Brand								
Turkey 16 oz								
Processor Brand								
Private Brand								
Chicken 7-10 oz								
Processor Brand				5.49 - 6.79	60	6.14		
Private Brand								

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